

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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| In re Patent Application of: |) | Confirmation No. 4901 |
| Bret Alan GORSLINE , <i>et al.</i> |) | Group Art Unit: 2178 |
| Application No. 10/727,264 |) | Examiner: David Faber |
| Filed: December 3, 2003 |) | |
| For: METHODS AND SYSTEMS FOR |) | Date: August 26, 2008 |
| PROGRAMMABLY GENERATING |) | |
| ELECTRONIC AGGREGATE |) | |
| CREATIVES FOR DISPLAY ON AN |) | |
| ELECTRONIC NETWORK |) | |

AMENDMENT AFTER FINAL

Mail Stop AF
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Sir:

In response to the final Office Action dated June 26, 2008, please amend the above-identified application and consider Applicants' remarks as follows. This response is filed within two (2) months of the date of the final Office Action, and thus the shortened statutory period will expire at three (3) months from the date of the final rejection or on the date the advisory action is mailed, whichever is later.

In addition, Applicant is submitting herewith the Declarations of joint inventors Brett Alan Gorsline and Ron Hyman Rothman in accordance with 37 C.F.R. § 1.131.

Amendments to the Specification begins on page **2** of this paper.

Remarks/Arguments begin on page **3** of this paper.